



CALIFORNIA PBL & OKLAHOMA PBL

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Virtual State Business Leadership Conference 2021

Conference Overview

California PBL and Oklahoma PBL are excited to invite your chapter to the State Business Leadership Conference! During SBLC, members will have the opportunity to:

- Test business knowledge and career skills in competitive events
- Compete for the opportunity to advance to the Virtual National Leadership Conference
- Celebrate FBLA-PBL history, success, and excellence
- Earn recognition and learn from stimulating leadership content
- Participate in engaging activities
- Network with fellow members, advisers, and business and community leaders virtually
- Enjoy spectacular and inspiring general sessions
- Earn honors as one of the best in education!

Registration Fee

\$50 per attendee | For dues paid members by February 28th

\$60 per attendee | For all other members, Competitors must be registered and paid members by March 22nd

We are virtual...but LIVE!

The General Sessions, some competitions, and many of the conference activities will be live in Zoom. We encourage members to join us on their own devices with cameras on for a chance to have your face and reactions featured on our "Virtual Stage" this year!

Questions?

California PBL
State Team
stateteam@capbl.org

Oklahoma PBL
Ryan Witzig
statedirector@oklahomafblapbl.org



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Important Dates and Deadlines

- March 1-18** Conference Registration Window Begins in Blue Panda
- March 18** **DEADLINE DAY** by 5:00 p.m.
- PBL Membership (Paid)**
- For eligibility at state and national competition levels
 - Registered and paid in National FBLA-PBL Database
- Conference Registration**
- Finalize registration in Blue Panda
- March 24** **Change Deadline (Drops / Adds / Substitutions)**
- Changes are subject to a \$25 change fee
- March 24** **Access Begins**
- Conference Portal + Orientation Video available on-demand
 - Competition Upload Portal
 - Production Tests sent to chapters via email
 - On-demand leadership content available
- March 25** **Testing + Upload Window Begins**
- Online Objective Testing via TFI E-SESS
 - Upload recorded video competition submissions in Competition Portal



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Important Dates and Deadlines

- April 1** **DEADLINE DAY by 5:00 p.m.**
Objective Test and Production Tests and Uploads
- Online Objective Testing via TFI E-SESS
 - Production Testing and upload in Competition Portal
 - Upload recorded video competition submissions in Competition Portal
 - State Officer Application Deadline
 - Adviser of the Year Deadline
- April 7** **Finalists Announced for LIVE Competition in Zoom scheduled for April 8 - 11**
Available for a select number of competitions
See competition summary for list of competitions LIVE in Zoom
- April 8 - 11** **COMPETITION DAYS**
Live Competitions in Zoom (Schedule TBA)
- April 16-18** **VIRTUAL STATE BUSINESS LEADERSHIP CONFERENCE!**
- Opening Session
 - Live Career Academy
 - The Quest powered by Goosechase
 - Social Event [Virtual Escape Room!]
 - PBL Duos Contest
 - Awards of Excellence Session
- April 29** **Intent Deadline to Compete at Virtual National Leadership Conference**
More information about National Leadership Conference coming soon!



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Conference Registration | Blue Panda

Registration Window | March 1 – 18, 2021

Deadline: March 18th, 2021 @ 5 p.m.

Step One: Register in Online System – Blue Panda

Login to our online registration system, Blue Panda, at <https://app.gobluepanda.com/>

If you do not have access to Blue Panda, please contact your State Contact:

California PBL
State Team
stateteam@capbl.org

Oklahoma PBL
Ryan Witzig
statedirector@oklahomafblapbl.org

Step Two: Complete Registration

Complete your conference registration in Blue Panda. For more information about how to use Blue Panda, visit this link: [BLUE PANDA USER GUIDE](#)

Step Three: Registration Payment

Within Blue Panda, you will be able to print an invoice for reference, however official payment invoices will be generated after the conference registration deadline and sent to chapter key contact(s) via PayPal. If you have questions about payment, or need assistance, please contact registration@capbl.org.



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Virtual SBLC Competitive Events Summary

General Information

Eligibility

Each individual PBL member may participate in a total of six (6) competitive events

- Up to two (2) of those events may have a performance, role play, and/or interview component
- Up to three (3) of those events may be knowledge/objective test events
- Up to one (1) of those events may be skill/production events

Each chapter may enter

- Up to six (6) members for each knowledge event
- Teams according to the following attendee guidelines for skill/presentation events
 - 1-59 attendees | Up to Three (3) eligible teams
 - 60-89 attendees | Up to Four (4) eligible teams
 - 90+ attendees | Up to Five (5) eligible teams

Guidelines

In addition to the guidelines outlined in this guide, reference the following competitive guideline resources when preparing for competition:

- National Guidelines: <https://www.fbla-pbl.org/pbl/competitive-events/>
- State Guidelines: [California PBL Awards Program](#)

Team Performance in Zoom

A team competing in any presentation/performance/demonstration event that involves live judging via Zoom may present to the judges in one of the following ways:

- Using separate accounts from separate locations with the Event Administrator moving the competitors as a group
- Using one account with all competitors in the same location
FBLA-PBL advises using appropriate precautions and following any guidelines and restrictions as set forth by the CDC, your local/state governments, or your specific educational institution.



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Virtual SBLC Competitive Events Summary

General Information (cont.)

Team Objective Testing

Where collaborative objective tests are concerned, teams will take test individually and we will average the scores of the team members.

- If a registered team member(s) does not log in and take the test, the scores of only the remaining team member(s) will be averaged
- The team member(s) who did not take the test forfeit their eligibility for the remainder of the event; they will be dropped from the team and will not be allowed to continue in competition

Breaking Ties

Ties will be broken in the following order:

1. Judges Determination
2. Online Test Result – the last 10 questions, followed by time
3. Pre-Judged Materials



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Virtual Competitive Events

EVENT CATEGORY & TIMELINE	COMPETITION DETAILS
<p>Objective Test Events</p> <p><i>March 24-April 1</i> Testing Window Closes on 4/1 @ 5 pm</p>	<p>Competitive Events: Accounting Principles, Computer Concepts, Contemporary Sports Issues, Cyber Security, Entrepreneurship Concepts, Financial Concepts, Information Management, Insurance Concepts, Justice Administration, Macroeconomics, Management Concepts, Marketing Concepts, Microeconomics, Networking Concepts, Organizational Behavior & Leadership, Personal Finance, Programming Concepts, Project Management, Retail Management, Sports Management & Marketing, Statistical Analysis</p> <ul style="list-style-type: none"> ▪ Online Testing via Technology Fluency Institute E-SESS (open book/open notes)
<p>Production and Objective Test Events</p> <p><i>March 24-April 1</i> Objective Testing and Production Testing Window Closes on 4/1 @ 5 pm</p> <p>April 1 Production Test Upload Deadline Closes on 4/1 @ 5 pm</p>	<p>Competitive Events: Accounting for Professionals, Administrative Support Technology, Business Communication, Cost Accounting, Desktop Publishing</p> <ul style="list-style-type: none"> ▪ Online Testing via Technology Fluency Institute E-SESS (open book/open notes) ▪ Production Testing, upload production tests via Competition Portal



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Virtual Competitive Events

EVENT CATEGORY & TIMELINE	COMPETITION DETAILS
<p>Collaborative Objective Test and Presentation with Equipment Events</p> <p>March 24-April 1 <i>Testing Window Closes on 4/1 @ 5 pm</i></p> <p>April 7 <i>Finalists Announced, Competition Schedules Posted</i></p> <p>April 8-11 <i>Final round of competition</i></p>	<p>Competitive Events: Business Decision Making, Financial Analysis & Decision Making, Global Analysis & Decision Making, Help Desk, Hospitality Management, Human Resource Management, Management Analysis & Decision Making, Marketing Analysis & Decision Making</p> <ul style="list-style-type: none"> ▪ Online Testing via Technology Fluency Institute E-SESS (open book/open notes); The test will determine “qualifiers” for final round ▪ Top 10 finalists prep and compete live in Zoom with judges
<p>Prejudged Reports and Presentation Events (Oklahoma Only)</p> <p>April 1 <i>Submission Upload Deadline @ 5 p.m.</i></p>	<p>Competitive Events: Community Service Project, Local Chapter Annual Business Report, Small Business Management Plan</p> <ul style="list-style-type: none"> ▪ Submission of pre-judged report in Competition Portal ▪ Submission of a recorded video presentation on Competition Portal for preliminary and final round judging (Same video will be used for both rounds of competition)



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EVENT CATEGORY & TIMELINE	COMPETITION DETAILS
<p>Demonstration Events (Oklahoma Only)</p> <p>April 1 <i>Submission Upload Deadline @ 5 p.m.</i></p> <p>April 7 <i>Finalists Announced, Competition Schedules Posted</i></p> <p>April 8-11 <i>Final round of competition</i></p>	<p>Competitive Events: Website Design</p> <ul style="list-style-type: none"> ▪ Submission of a recorded video presentation on Competition Portal for preliminary round judging ▪ Top 10 finalists compete live in Zoom with judges
<p>Interview Events</p> <p>April 1 <i>Pre-judge Materials Submission Upload Deadline @ 5 p.m.</i></p> <p>March 24-April 1 <i>Future Business Leader Testing Window, Closes on 4/1 @ 5 pm</i></p> <p>April 7 <i>Finalists Announced, Competition Schedules Posted</i></p> <p>April 8-11 <i>Final round of competition</i></p>	<p>Competitive Event: Future Business Executive</p> <ul style="list-style-type: none"> • Online Testing via Technology Fluency Institute E-SESS (open book/open notes); The test will determine “qualifiers” for final round • Submission of pre-judged materials on Competition Portal • Top 10 finalists compete live in Zoom with judges <p>Competitive Event: Job Interview</p> <ul style="list-style-type: none"> • Submission of pre-judged materials on Competition Portal • Compete live in Zoom with judges



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EVENT CATEGORY & TIMELINE	COMPETITION DETAILS
<p>Speech Events</p> <p>April 1 <i>Impromptu Speaking Prompt posted; Record video interview and upload by 5 p.m.</i></p>	<p>Competitive Events: Impromptu Speaking, Public Speaking</p> <ul style="list-style-type: none"> ▪ Submission of a recorded video presentation on Competition Portal
<p>Presentation Events with Equipment</p> <p>April 1 <i>Submission Upload Deadline @ 5 p.m.</i></p>	<p>Competitive Events: Business Presentation, Sales Presentation</p> <ul style="list-style-type: none"> ▪ Submission of a recorded video presentation on Competition Portal
<p>Presentation Events without Equipment</p> <p>April 1 <i>Business Ethics Submission Upload Deadline @ 5 p.m.</i></p> <p>April 7 <i>Client Service Competition Schedules Posted</i></p> <p>April 8-11 <i>Final round of competition for Client Service</i></p>	<p>Competitive Events: Business Ethics</p> <ul style="list-style-type: none"> • Submission of a recorded video presentation on Competition Portal <p>Competitive Events: Client Service</p> <ul style="list-style-type: none"> • Compete live in Zoom with judges



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Conference Opportunities & Information

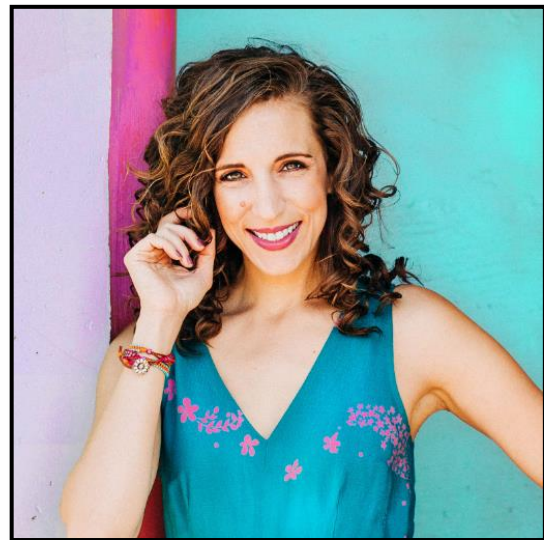
Conference Portal | Access Available March 24, 2021!

The Conference Portal will be our one-stop-shop to access the virtual conference experience. Features include:

- Interactive Conference Schedule
- Access to Live Zoom Links
- On-Demand Leadership Content
- Virtual Conceirge (Live Chat for Assistance)
- And more!

Keynote Speaker, Quinn Tempest

Quinn Tempest believes that your purpose isn't a magical, pre-ordained thing. It's available to anyone who is curious about living from a deeper place. For budding leaders, purpose can make all the difference in building an impactful career and a meaningful life. Quinn has seen how people become empowered when they take something that starts as a tiny little thought and work to grow it into something real... It feels like magic! The world deserves more of that magic - more good ideas, more empowered people, and more leaders living lives and building businesses on purpose and with purpose.



Quinn has made it her mission (and her business) to help current and aspiring entrepreneurs and small business owners uncover their unique purpose and bring it to life in everything they do in their business - both online and off. She's the founder of Create Your Purpose®, a global community of entrepreneurs dedicated to building impactful businesses with intention. Her professional expertise is in brand building and content marketing strategy. Follow her on Instagram @Quinn.tempest and visit her website at <http://quinntempest.com>



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Conference Opportunities & Information

Career Prep Academy: Own Your Future

It's never too early to start thinking about life after school! Whether you are looking for your first internship or on the brink of a career change, there are a few critical skills you'll need. In the Career Prep Academy, you'll learn the answers to all of your most pressing career questions - Is a resume just one page? How important is networking? How do I prepare for an interview? Come discover the answers to these questions and more! You'll leave knowing how to build a standout resume, interview like a pro, and get the job you want. Most of all, you'll learn more about yourself and what you have to offer employers. Get prepared. Own your future.

What's in it for you:

- Advice from several career prep experts
- A personalized career map
- An inventory of your strengths and skills
- Customizable resume templates
- Real-time interview practice

PBL Duos Contest | For the March of Dimes

Support the March of Dimes! In PBL Duos, members will compete in a PBL pageant in pairs, raise awareness/funds for the March of Dimes, and have fun! Stay tuned for more information on how you and a partner can sign up to compete in the PBL Duos contest!

Virtual Escape Room

Looking for a way to connect with other PBL members attending this conference? Look no further...we are hosting a Virtual Escape Room! Join your state officers as they take you on a journey. Get ready to think, problem solve, and flex your teamwork skills in this interactive activity!



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Conference Opportunities & Information

Adviser of the Year

The purpose for this award is to recognize an outstanding local chapter adviser of the year. The selected honoree is automatically nominated for recognition at the National Leadership Conference. <http://leadable.info/pbl-aoy>

Who's Who in PBL

This award honors exemplary PBL members who have made outstanding contributions to the association at the local, state, and national levels. Nominees must be dues paid April 1. Criteria for selection of nominees include:

- Years of participation in FBLA and/or PBL activities
- Extent of participation in state and national conferences
- Contributions to local, state, and national projects
- Participation in other activities

Each chapter may select one (1) Who's Who in PBL nominee to represent their chapter at the state level. Among all Who's Who nominees, one will be selected to represent the state at the national level. Indicate who your Who's Who nominee will be during conference registration in Blue Panda.



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Conference Opportunities & Information

Zoom Background Competition

Submit a virtual copy of your chapter's Zoom Background! Ensure that the Zoom Background includes the name of your school and the conference title (State Business Leadership Conference). The Zoom Background does not need to be incorporated into the theme of the conference, however, is encouraged. **Conference Theme: Film-Noir Experience**

Video backgrounds are accepted as well. Submit entry as an image file (.jpg, .gif .png) or .MOV if a video. Upload entries via the Conference Portal by April 12, 2021 at 5:00 p.m. to be eligible to compete. Entries will be rated as follows:

- Eye Appeal [10 points max]
- Art principles considered [10 points max]
- Appropriate size/appearance for Zoom compatibility [10 points max]
- Complete content [10 points max]
- Grammar and spelling [10 points max]

Dress Code

For PBL competitions, please follow the official FBLA-PBL dress code which can be referenced here: <https://www.fbla-pbl.org/cmh/dress-code/>



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Conference Planning Committee

California PBL and Oklahoma PBL are excited about this year's unique partnership to provide a joint State Business Leadership Conference this year! Here is the team that will be serving you from now until conference in April:

Oklahoma & California Staff / Management

Our management teams are made up of FBLA-PBL staff, alumni, enthusiasts, and volunteers:

- Billy Coltson
- Jessica Ha
- Lona Kwan
- Glenn Morris
- Mike Oechsner
- Deb Thinges
- Danielle Tolentino Tuason
- Kristina Truong
- Ryan Underwood
- Ryan Witzig

Oklahoma & California State Officers / Interns

These PBL student leaders are collaborating to bring a fun and worthwhile conference experience for all:

- Dillon Johnson
- Mansu Kim
- Andy Li
- Choyun Lee
- Hened Malak
- Katherine Smoke
- Bryan To
- Ruby Yan
- Amanda Zhang